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File: USPT

Aug 8, 2000

US-PAT-NO: 6101484

DOCUMENT-IDENTIFIER: US 6101484 A

TITLE: Dynamic market equilibrium management system, process and article of manufacture

DATE-ISSUED: August 8, 2000

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Halbert; Richard V.	Redmond	WA		
Gustafsson; Niklas	Bellevue	WA		
Thrun; John M.	Redmond	WA		

## ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Mercata, Inc.	Bellevue	WA			02

APPL-NO: 09/ 281859 [PALM]

DATE FILED: March 31, 1999

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/26; 705/35

US-CL-CURRENT: 705/26; 705/35

FIELD-OF-SEARCH: 705/26, 705/35

PRIOR-ART-DISCLOSED:

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<input type="checkbox"/>	<u>6000826</u>	December 1999	Parunak et al.	364/148

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ART-UNIT: 271

PRIMARY-EXAMINER: Cosimano; Edward R.

ASSISTANT-EXAMINER: Groutt; Phillip

ATTY-AGENT-FIRM: Cooley Godward LLP

ABSTRACT:

A dynamic market equilibrium management system is especially adapted for the sale of goods and services through an online buying group (referred to herein as a "co-op") formed for the specific purpose of purchasing a particular product at (102) by defining a start time, end time, critical mass, any minimum number of units offered, any maximum number of units offered, starting price and product cost curve. As data is gathered from buyers, by means of their making binding purchase offers, the co-op is modified at (108) using the market equilibrium manager, so as to take into account market forces such as supply and demand for the item to be sold and their interrelationship with the purchase price for such item. When used with the online buying group, the dynamic market equilibrium management system permits dynamic, real time yield management decisions based on true market data. A graphical user interface receives user inputs for directly manipulating graphical display of data from a database on a display device and displays feedback dependent variable data on the display device, such as in the form of a changed numerical value in response to the user moving at least one data point in the graphical display.

25 Claims, 11 Drawing figures

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L1: Entry 1 of 1

File: USPT

Jul 31, 2001

US-PAT-NO: 6269343

DOCUMENT-IDENTIFIER: US 6269343 B1

**\*\* See image for Certificate of Correction \*\***

TITLE: On-line marketing system and method

DATE-ISSUED: July 31, 2001

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Pallakoff; Matthew G.	Mountain View	CA		

## ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
MobShop, Inc.	San Francisco	CA			02

APPL-NO: 09/ 376884 [PALM]

DATE FILED: August 18, 1999

## PARENT-CASE:

This application is a continuation in part of co-pending application Ser. No. 60/097,932 which has a filing date of Aug. 25, 1998 and co-pending application Ser. No. 60/097,933 which has a filing date of Aug. 25, 1998.

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/26; 705/37

US-CL-CURRENT: 705/26; 705/37

FIELD-OF-SEARCH: 705/26, 705/4, 705/28, 705/37, 705/39, 705/1, 380/4, 380/25

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ART-UNIT: 215

PRIMARY-EXAMINER: Stamber; Eric

ATTY-AGENT-FIRM: Lee & Hayes, PLLC

#### ABSTRACT:

The present invention provides a method and system that allows sellers to communicate conditional offers to potential buyers. The conditions include prices that depend on ~~the aggregate amount~~ of goods or services that buyers collectively agree to purchase by a given time and date. The invention facilitates "demand aggregation", that is, aggregating demand by potential buyers (who may or may not know each other), for products offered by sellers. This invention allows sellers conveniently to offer "Demand-Based Pricing", that is, prices which go down as the volume of units sold in any given offer goes up. A seller can therefor offer volume discounts to buyers acting as a group, even when the buyers may not have any formal relationship with one another.

11 Claims, 9 Drawing figures

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